

Findings Summary & Business Insights

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Project: Bumpa ETL Case Study

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Executive Summary

This analysis evaluated Bumpa's ecommerce order data to uncover business trends, fulfillment patterns, and revenue opportunities. Using Looker Studio and SQL, we derived insights that guided 2 key business recommendations.

Key Metrics

- **Top Product Categories by Revenue:**
 1. Food & Beverage
 2. Home Goods
 3. Clothing
 4. Books
 5. Electronics
 - **Highest Revenue Month:** October 2023
 - **Average Order Value (Delivered Orders):** 765.27
 - **Delivery Rate (October):** < 40% across categories
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Insight Visualizations

- Monthly Revenue Trend
- Top 5 Categories
- Delivery Status Breakdown (Oct)
- AOV by Delivery Status
- Category Revenue over Time

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[See Full Dashboard PDF](../visualizations/dashboard.pdf)

Strategic Observations

- **October had the highest revenue**, but delivery success was disproportionately low.
 - **Delivered orders yielded the highest AOV**, making fulfillment critical to profitability.
 - **Returns and cancellations** were high in core categories, especially during peak season.
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Recommendations

1. Improve Fulfillment for Top Categories

Prioritize logistics partnerships and SLA enforcement for Food & Beverage and Home Goods categories. These drive revenue but suffer fulfillment gaps.

2. Incentivize Prepaid Deliveries

Delivered orders generate higher AOV. Redesign the checkout flow to highlight trust signals, offer delivery guarantees, or discounts for prepaid orders.

Next Steps

- Introduce real-time data validation before daily runs
 - Expand QA coverage to financial metrics
 - Build out customer segmentation for churn analysis
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